

Rachel Simanjuntak

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12 YEARS GRAPHIC DESIGN EXPERIENCE

BRC Imagination Arts 2021-24, *freelance*

- Creating highly-customized, story-driven presentations tailored to each clients' unique branding

Be Nice Have Fun 2021-23, *in-house*

- Illustrating promotional graphics and signage for shop events and announcements
- Creating illustrations for the shop's in-house stationery brand, Mother of Goods
- Designing and painting window signs and exterior graphics for the shop's storefront
- Organizing shop events

Trader Joes 2020-22, *in-house*

- Hand-crafting custom store signage

Wonderspaces 2018-19, *in-house*

- Designing for multiple touchpoints like apparel, environmental graphics, promotional materials, websites, motion graphics, and social media
- Overseeing the production and installation of graphics for 2 Wonderspaces locations in Scottsdale and San Diego

University of La Verne 2015-18, *in-house*

- Collaborating with all campus departments to design and produce a broad spectrum of promotional materials for print, digital, and experiential

3 YEARS OF SOCIAL MEDIA EXPERIENCE

Carolyn Suzuki (@carolynsuzuki)

2022 - present

- Driving online sales through Instagram & Tiktok
- Producing, art-directing and editing product-driven videos and photography
- Animating Carolyn's artwork

Be Nice Have Fun (@shopbenicehavefun)

2021 - 2023

- Organically increased followers from 7k to 11k
- Stewarding a playful and story-driven Instagram presence
- Leading all stages of video production from ideation through final execution
- Utilizing the Adobe Creative Suite to create engaging graphics and videos

BACHELOR'S DEGREE

B.A. Multimedia Arts & Design,

Emphasis in Graphic Design

CREATIVE INTERNSHIPS

Wonderspaces 2018

Museum of Awe 2015

SOFTWARE

Adobe Design Suite

Adobe Premiere